

# ORDER



**Orders**  
**Order / Rev:** 707275 - 4  
**Alt Order #:** 06283949  
**Product Desc:** OBAMA SCHED C  
**Estimate:** 1617  
**Flight Dates:** 08/18/12 - 08/31/12  
**Original Date / Rev:** 08/16/12 / 08/27/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/13/12	08/19/12	5	\$4,420.00	\$3,757.00
08/20/12	08/26/12	42	\$45,620.00	\$38,777.00
08/27/12	09/02/12	39	\$42,600.00	\$36,210.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	47	\$50,040.00	\$42,534.00	0.00
September 2012	39	\$42,600.00	\$36,210.00	0.00
<b>Totals</b>	<b>86</b>	<b>\$92,640.00</b>	<b>\$78,744.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/20/12	08/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					2	\$2,000.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					2	\$2,000.00		0.00			
2	WTSP	08/20/12	08/31/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
THE PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					2	\$1,200.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					2	\$1,200.00		0.00			
3	WTSP	08/20/12	08/31/12	M-F CBS Soaps Young & Restless/Bold & Beauti	CM	M-F 1230-2p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
CBS SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					5	\$1,200.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					5	\$1,200.00		0.00			
4	WTSP	08/20/12	08/31/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	5	\$1,100.00	P-2	0.00	NM	10	\$11,000.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					5	\$1,100.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					5	\$1,100.00		0.00			

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 Alt Order #: 06283949  
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Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED C  
 Estimate: 1617

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WTSP	08/20/12	08/31/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	10	\$8,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		5				\$800.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		5				\$800.00		0.00			
6	WTSP	08/20/12	08/31/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
10 NEWS-5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		1				\$800.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		1				\$800.00		0.00			
7	WTSP	08/20/12	08/31/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
10 NEWS-530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		1				\$800.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		1				\$800.00		0.00			
8	WTSP	08/20/12	08/31/12	M-F 6-7a 6-7a 10 News	CM	6-7a (6:00 AM-6:30 AM)	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	4	\$1,600.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		2				\$400.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		2				\$400.00		0.00			
9	WTSP	08/20/12	08/31/12	M-F 6-7a 6-7a 10 News	CM	6-7a (6:30 AM-7:00 AM)	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	4	\$1,600.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		2				\$400.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		2				\$400.00		0.00			
10	WTSP	08/20/12	08/31/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	10	\$4,000.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		5				\$400.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		5				\$400.00		0.00			
12	WTSP	08/31/12	08/31/12	M-F 930-10a Millionaire Friday only	CM	930-10a	----F--	:30	1	\$280.00	P-2	0.00	NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	----F--		1				\$280.00		0.00			
E 13	WTSP	08/18/12	08/25/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
10 NEWS-NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$700.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WTSP	08/20/12-08/26/12		Sat 6-630p		Sat 6-630p	-----Sa--	:30		<del>(\$700.00)</del>		0.00	NM		
Credited [mg line 23]															
14	WTSP	08/18/12	08/25/12	Sat 7-730p Inside Edition	CM	7-730p	-----S-	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$700.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$700.00		0.00			
15	WTSP	08/18/12	08/25/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$320.00	P-2	0.00	NM	2	\$640.00
CBS THIS MORNING - SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$320.00		0.00			

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Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED C  
 Estimate: 1617

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WTSP	08/18/12	08/25/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$320.00	P-2	0.00	NM	2	\$640.00
CBS THIS MORNING - SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$320.00		0.00			
16	WTSP	08/19/12	08/26/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
10 NEWS-11P SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$2,000.00		0.00			
Week:		08/20/12	08/26/12	-----S					1	\$2,000.00		0.00			
17	WTSP	08/19/12	08/26/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
10 NEWS-SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$700.00		0.00			
Week:		08/20/12	08/26/12	-----S					1	\$700.00		0.00			
18	WTSP	08/23/12	08/30/12	Thu Prime C Person of Interest	CM	Thu 10-11p	---T---	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
THE MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$11,000.00		0.00			
Week:		08/27/12	09/02/12	---T---					1	\$11,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WTSP	08/27/12-09/02/12		Thu Prime C			Thu 10-11p	---Th-----	:30	<del>\$11,000.00</del>		0.00	NM		
Credited [MG LINE 22]															
19	WTSP	08/20/12	08/24/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a	M-W-F--	:30	5	\$280.00	P-2	0.00	NM	5	\$1,400.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-W-F--					5	\$280.00		0.00			
20	WTSP	08/27/12	08/30/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	MTWT---	:30	4	\$280.00	P-3	0.00	NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---					4	\$280.00		0.00			
21	WTSP	08/20/12	08/31/12	10 News Special 10 News Special	CM	10 News Special	MTWTFSS	:30	2	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					2	\$1,200.00		0.00			
Week:		08/27/12	09/02/12	MT-T---					2	\$1,200.00		0.00			
22	WTSP	08/27/12	08/27/12	Mon Prime A Met Mother/Big Bang Theory	CM	Mon 8-9p	M-----	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$11,000.00		0.00			
N23	WTSP	08/28/12	08/28/12	7-730p Inside Edition	CM	7-730p	-T-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$700.00		0.00			
Totals													86	\$92,640.00	